

CHENBRO

勤誠興業股份有限公司

Chenbro Micom Co., Ltd.



董事長 陳美琪女士
Chairman: Chen, Mei-Chi

負責人：陳美琪

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推薦單位：玉山商業銀行

營業項目：工業用塑膠製品製造業

電子零組件製造業

電腦及其週邊設備製造業

資料儲存媒體製造及複製業

電腦及事務性機器設備批發業

電腦及事務機器設備零售業

產品名稱：機架式伺服器機殼

直立式伺服器機殼

個人電腦機殼

存儲容量擴充套件



<http://www.chenbro.com>

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Recommended by :

E.SUN Commercial Bank, Ltd.

Business Items :

Industrial Plastic Products Manufacturing

Electronic Parts and Components Manufacturing

Computers and Computing Peripheral Equipments Manufacturing

Data Storage Media Manufacturing and Duplicating

Wholesale of Computing and Business Machinery Equipment

Retail sale of Computing and Business Machinery Equipment

Main Products :

Rackmount Chassis

Tower Server Chassis

PC Chassis

Storage Expansion Kit



4U機架式伺服器產品RM43348
Rackmount Server Chassis



直立式PC產品系列 Tower PC Series



上海勤昆廠 Chenbro Kunshan Factory

勤誠興業創立於1983年，專精於個人電腦機殼設計及製造，並以「Chenbro」品牌行銷全球。為機架式、塔式伺服器機構設計與製造的領導廠商。全球員工人數為1,320人，企業總部設於臺灣臺北，製造基地座落中國昆山與東莞，並於美國、歐洲及中國設有子公司。針對客製化服務、系統整合與通路等不同屬性客戶，提供從制訂產品規格、自主研發到專業製造等一條龍服務，並持續投資、深耕資料中心、安全監控、大型企業與教育等垂直市場。

從心出發，卓越共榮

誠信是勤誠最重要的核心價值觀，也是型塑勤誠文化的主要元素，更成為對外與客戶、合作夥伴及供應商往來的行為準則。未來產業急劇改變，過去固定的商業模式開始產生新的變化，迎向未來，董事長陳美琪自許為「勤誠3.0」的時代，代表的願景是從心出發，卓越共榮，從設計、材料、製程，到整合，持續追求精緻、品質、紀律、與效率，以追求真正的卓越。

深耕臺灣，佈局全球

基於誠信經營理念，勤誠的品質體現在

設計、製造與服務等三個面向。在臺灣擁有完整的研發團隊與設備，同時與CPU、硬碟、風扇、RAID控制器及電源供應器等大廠策略聯盟，所以從產品初期的各項驗證，於開發初期即能發現問題而進行修正，大幅提升產品開發效率。此外，勤誠更領先同業提供關鍵零組件資料庫平台，讓客戶得以彈性利用現有的零組件、模具或模組的資源來設計新產品，如此可替客戶大幅節省開模費用並縮短產品開發時程，能夠更快速因應市場需求的變動，奠定在市場上的領導地位。

工廠則配備有齊全的生產設備，從開模、鐵件沖壓、塑膠射出、雷射切割、到組裝等一應俱全，近年並導入機械手臂自動化生產以提高生產效率。為解決並滿足大型資料中心與工業用伺服器快速多變的產品需求，勤誠進一步推出複合式生產（Hybrid Production）的解決方案，以滿足工業4.0與物聯網客戶少量多樣的需求。

勤誠遍布全球各地子公司與服務據點，能提供全球各地Tier 1客戶業務諮詢與技術支援服務，並蒐集市場資訊，提供產品開發、生產製



造、物流管理等決策之參考。另外，因應中國市場的成長需求，於2012年設立深圳子公司，及2014年與2015年初陸續成立北京子公司與德國子公司，提供貼近市場的在地化服務。

關懷社會，幸福企業

勤誠善盡企業的社會責任，積極幫助弱勢及支援各項公益活動以回饋社會，在董事長的帶領下，本公司全體員工一起樂在分享，熱情參與公益活動。勤誠對內也持續促進員工權益，並建立一個健康、安全，與講究倫理的工作環境。董事長陳美琪表示，「真的很感恩，看到勤誠員工充滿活力，我深信施振榮先生所說，有競爭力的企業，一定是能夠照顧員工幸福的王道企業。」秉持著3H的理念（Hope希



勤誠30週年-團體照 Chenbro 30th Anniversary

望、Health健康、Happy快樂），勤誠人以正向的力量，心懷感激、真心相待，迎向挑戰。■



核心價值-勤僕精誠 Core Values



機械手臂生產線 Robotic Arm Production



塑膠射出生產線 Plastic Injection Line

Founded in 1983, Chenbro is a pioneer in designing and manufacturing of computer chassis and is selling products worldwide with the brand of “Chenbro”, currently it has established itself as the leader in the mechanical and manufacturing solutions of rackmount systems and tower servers. Company headquarter is located in Taipei, Taiwan, with total 1,320 employees worldwide, and manufacturing sites in Dongguan and Kunshan in China, Chenbro has set up subsidiaries in the United States, Europe and China, to offer a full range of services including product specification proposal, professional R&D development, customization and production capacity to the customers such as system integrators and channels, while keeping innovation and penetrating into the solutions for data centers, surveillance, large enterprises and education.

Back to basics, alliance to excel

Integrity is the core value and the key factor to construct the culture of Chenbro, it has carved into the backbone of all employees as the guideline when working with customers, partners and suppliers. Up against the dramatically changing environment and business model, Chenbro is ready for the next brand new era regarded as “Chenbro 3.0”, which stands for the vision of “Back to basics, alliance to excel”. Chenbro will consistently pursue of the upmost quality, discipline and efficiency by improving product design, materials, production, and system integration to achieve the truly excellence.

Base in Taiwan and global deployment

Chenbro presents its integrity from the aspects of product design, manufacturing, and services.

We have a professional R&D team, equipped with labs and a full spectrum of testing facilities, also, by strategic alliances with the manufacturers of CPU, HDD, fan, RAID controllers and power supplies, which is capable to conduct the simulation test, as well as a wide range of verification test of the prototype, to significantly improve product development efficiency by detecting and solving the problems in the early stage. In addition, Chenbro leads to provide a key components database that allows customers to take advantage of existing key parts, modules, and leveraging toolings to design new products, not only save high tooling resources, but also shorten the product development lead time to more quickly respond to the changes of the market. This specific solution has established the leadership of Chenbro on the market.

Manufacturing sites are equipped with full production facilities, such as tooling, NCT, injection molding, laser cutting, and assembly line of chassis. Furthermore, production efficiency is significantly elevated by phasing in the robotic arm operation during these years. To solve and meet the fast and varying product demands for high-scale datacenters and industrial specific applications such as Industry 4.0 and IoT, Chenbro provides a hybrid production solution to meet the diverse and small needs for customers.

With the service network from the United States, Europe and China, Chenbro provides global Tier 1 customers the services of sales consulting and technical support, as well as feedback market information to headquarter as a reference to product development, manufacturing, and logistics



management. In addition, in response to the growing market demand in China, the subsidiaries in Shenzhen and Beijing had been set up respectively in 2012 and 2014 to strengthen localized services. Meanwhile, subsidiary in Germany has been set up in the beginning of 2015 as well.

Active in social responsibility and target to be a benevolent enterprise

Chenbro consistently pursues to fulfill social responsibilities by actively helping the disadvantaged minority and supporting the charitable events. Furthermore, all employees enjoy sharing and participating charitable activities as led by the chairman, Maggi Chen. We are also continuously promoting the rights of employees and making endeavor of establishing a healthy, safe, and ethical working environment. Maggi Chen indicated, “It’s really grateful to see Chenbro employees to be



勤誠尾牙 Chenbro Year-end Party

energetic, and I am convinced that, as mentioned by Stan Shih, the founder of Acer, a competitive company must be a benevolent enterprise which is able to take care of employees.” Adhere to the spirits of 3H (Hope, Health, and Happy), we as the members of Chenbro will be positive, grateful and sincere, to face challenges fearlessly.



挑戰玉山攻頂 Yushan Summit Challenge



多一小步 從心改造 One More Step. Change Your Mind



綜合評語 Commentary

為全球市佔達8.9%的伺服器與儲存機殼領導廠商，且以自創品牌「CHENBRO」行銷世界，以全球為市場，產品98%為外銷。公司重視研發，並擁有多項專利。以客戶需求提供客製化的解決方案，客戶關係穩固。已於2011年上市，各項管理制度健全，營業和獲利皆穩定成長。響應政府政策且善盡社會責任，足以成為表率。

A server and storage chassis supplier with a 8.9% global market share and distributing products worldwide under its own brand CHENBRO, the company is a typical Taiwanese exporter with 98% products distributing worldwide. Emphasizing R&D and owning a great number of patents, CHENBRO is famous as a provider of custom solutions, which enables it to develop solid partnership with worldwide customers. After going public in 2011, the company has demonstrated good governance in different aspects, with sales and revenue growing every year. CHENBRO is an exemplary SME for its total support for government policies and total implementation of corporate social responsibility.